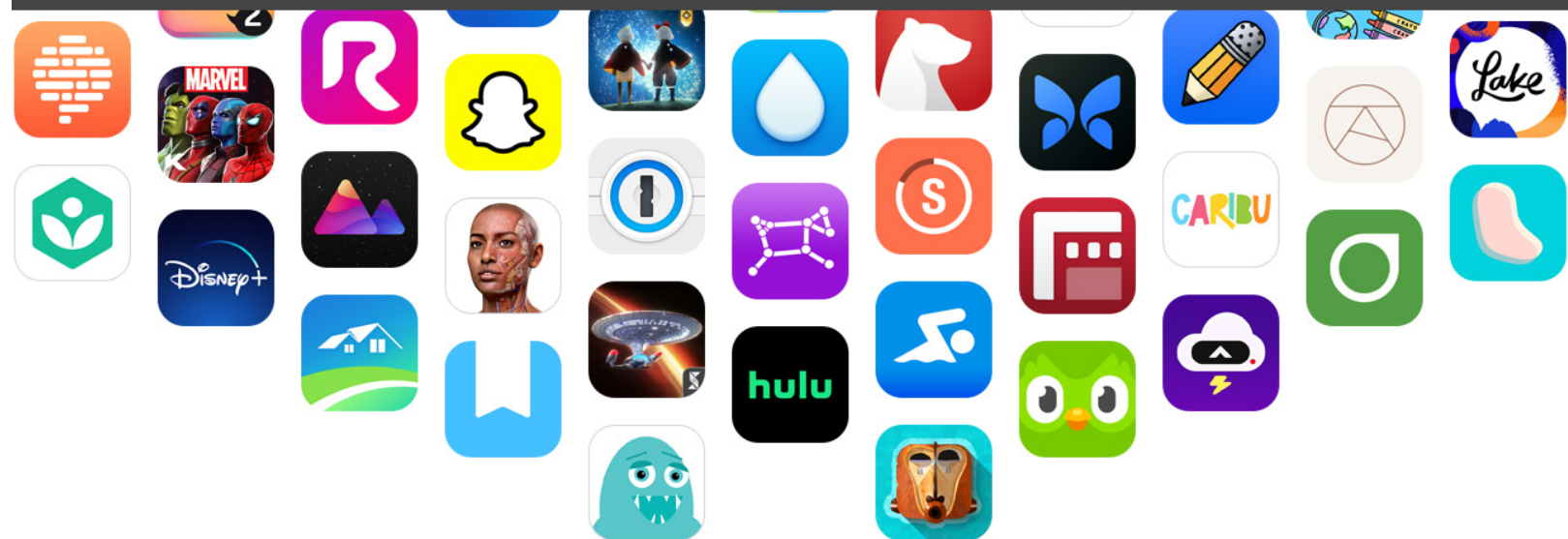




App Store

About the App Store

Developing for the App Store



App Store

The apps you love. From a place you can trust.

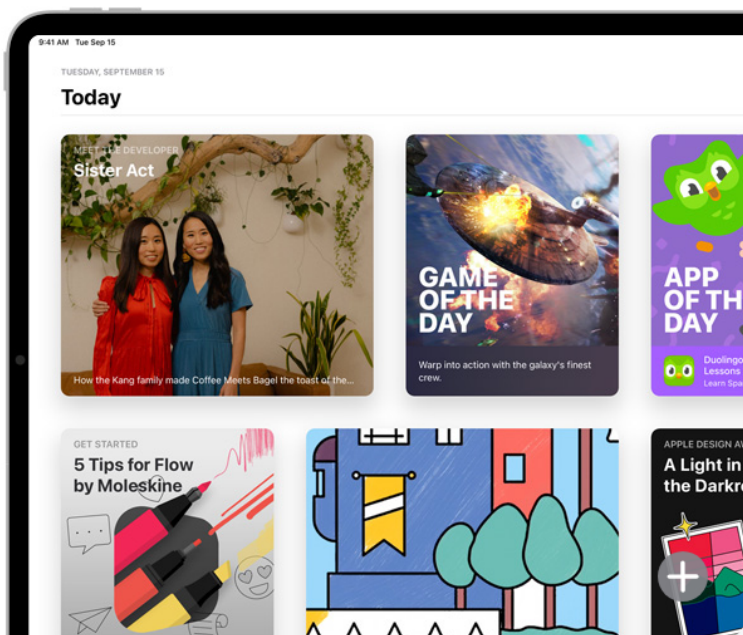
For over a decade, the App Store has proved to be a safe and trusted place to discover and download apps. But the App Store is more than just a storefront — it's an innovative destination focused on bringing you amazing experiences. And a big part of those experiences is ensuring that the apps we offer are held to the highest standards for privacy, security, and content. Because we offer nearly two million apps — and we want you to feel good about using every single one of them.

EXHIBIT 6691

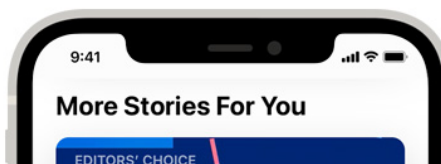
EXHIBIT 6691-001

Designed for discovery.

Stories and
collections
that inform,
help,
and inspire.
Updated daily.

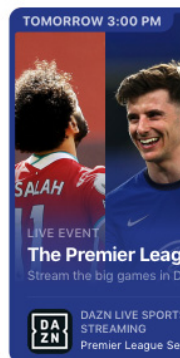
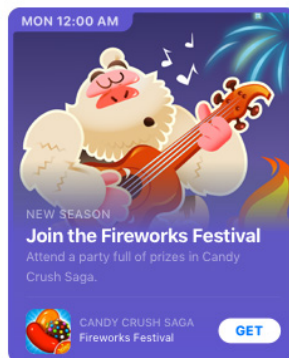
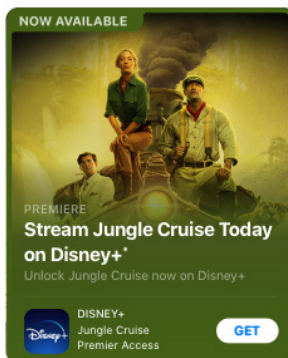
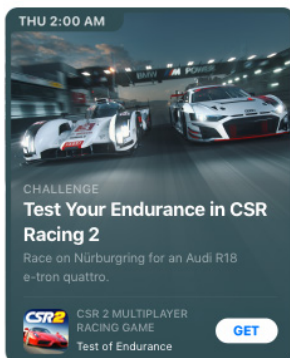
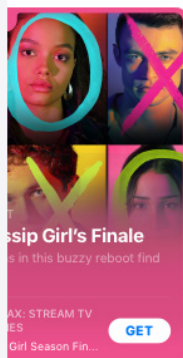
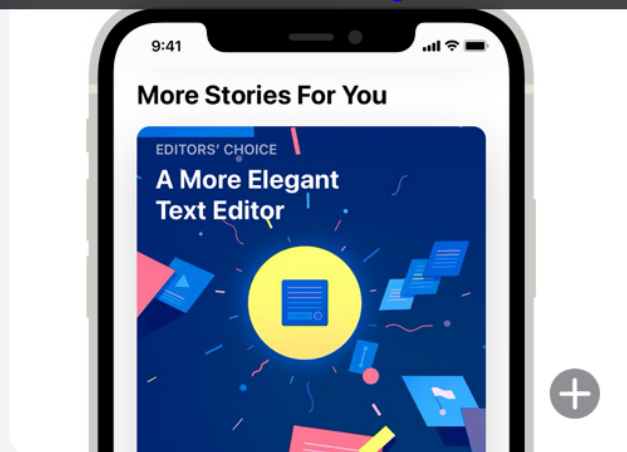


Curated by
experts.
Handpicked
for you.



Over 20K

Over 20K
stories and
counting.



New

Explore in-app events like movie premieres,
gaming competitions, and livestreams.



Discover amazing
apps with a rich

1.8M apps

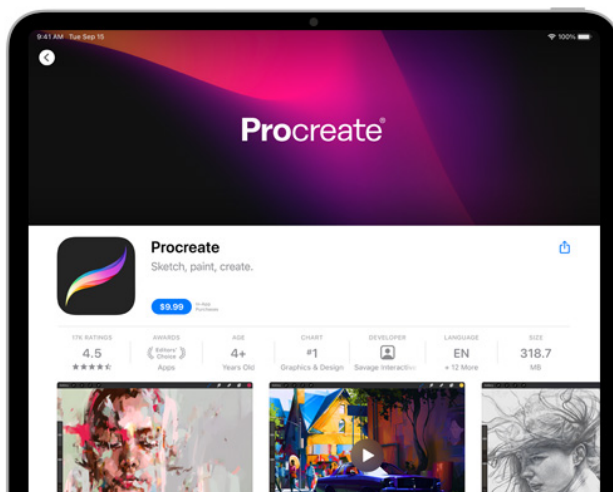
Discover amazing
apps with a rich
search
experience.



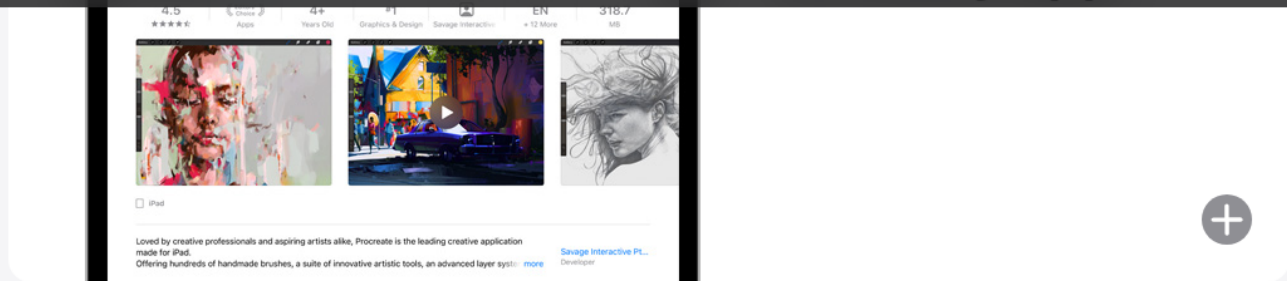
1.8M apps
available
worldwide.

175
storefronts in
over 40
languages.

Over 150
expert
editors
worldwide.

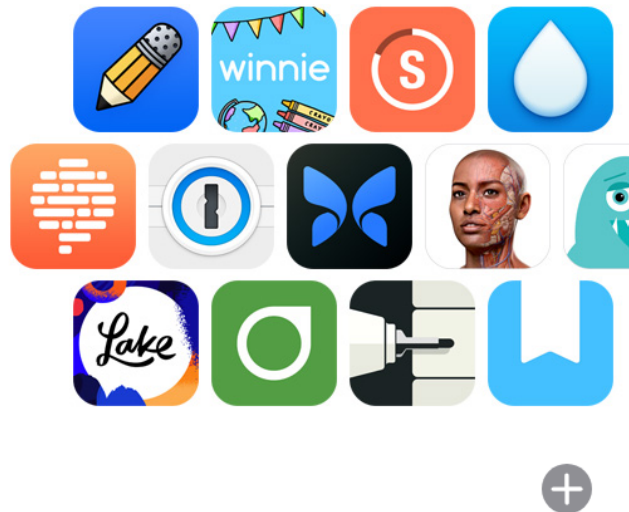


Get the details
on every app.



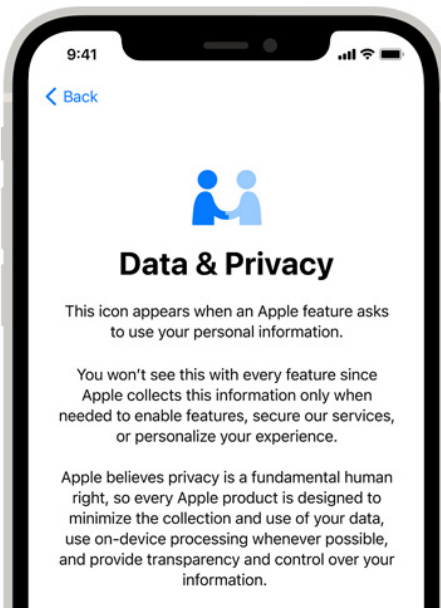
**Privacy and security.
Built into everything we do.**

**Security for every
app. At every level.**



**100% of
apps are
automatically
screened for
known
malware.**

**Over 16K apps
use Apple health
technologies like
HealthKit, CareKit,
and ResearchKit
designed to
protect patient
privacy.**



**You choose what
data to share.
And with whom.**

Over 15K



**Over 215K
submissions
rejected last
year for
violating
privacy
guidelines.**



**Apps can't pull
your data from
other apps.**

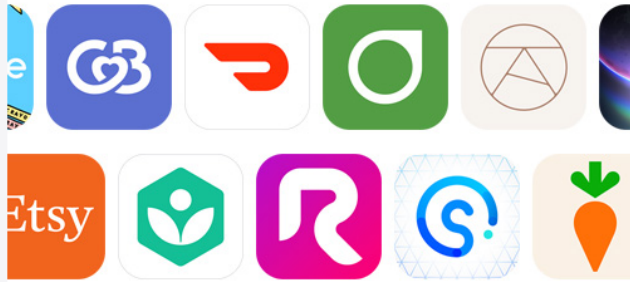


Dedicated to trust and safety.

**Apps must
adhere to our
guidelines.**

**Every week,
over 500
dedicated**

guidelines.



over 300
dedicated
experts
around the
world review
over 100K
apps.

Over 1M
submissions
rejected for
objectionable,
harmful, unsafe,
or illegal content.

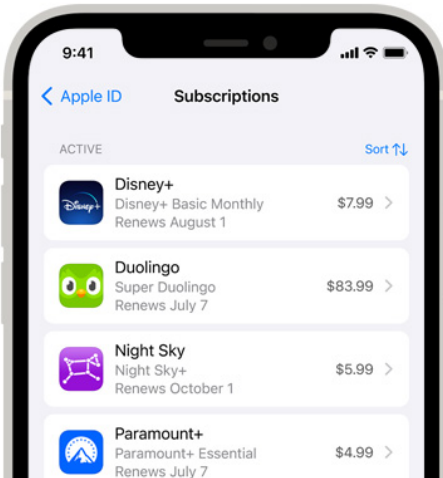


You should
never have to
worry about
inappropriate
content.



No surprise
purchases.

Every day,
moderators
review



**moderators
review
worldwide
App Store
charts for
quality and
accuracy.**

**In 2020, we
removed over
80M user reviews
that were
considered spam.**

**We have removed
over 2.3M apps
because they
haven't been
updated or don't
work on our latest
OS releases.**

Hardware and software. Powering amazing experiences together by design.

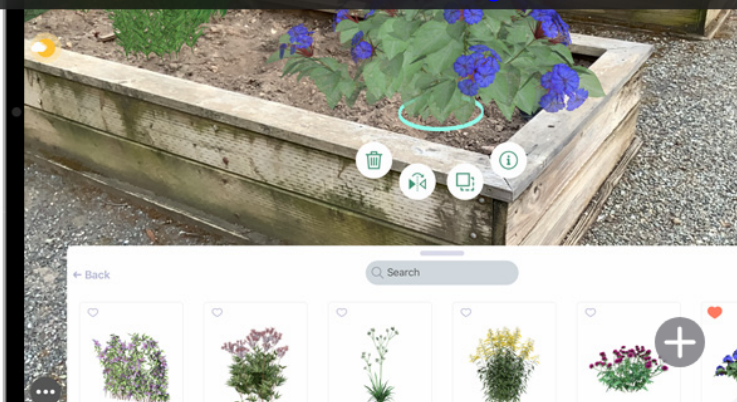
Apps help
unlock the full
potential of your
Apple devices.



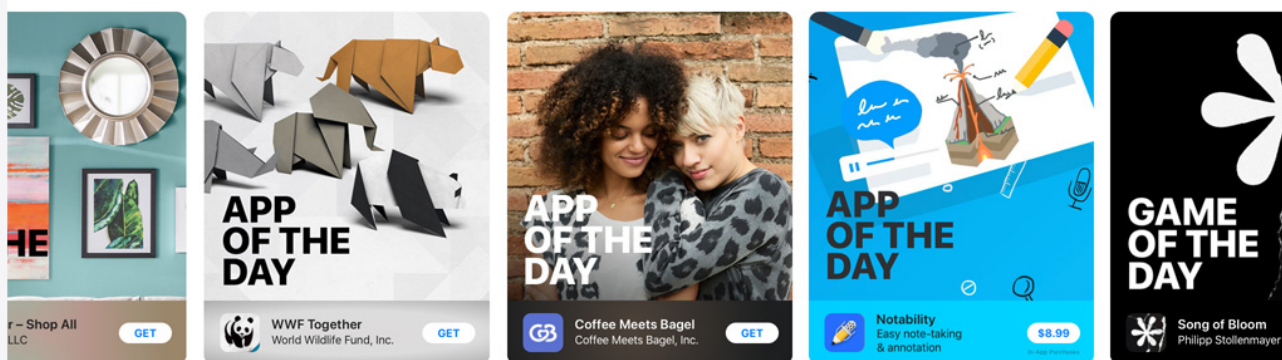
We help app
developers
take advantage
of our latest
hardware



take advantage
of our latest
hardware
technologies.



Download with confidence.



Make any app yours. Instantly.





**Over 900K
apps have
secure payment
technologies like
Apple Pay and
StoreKit for goods
and services.**



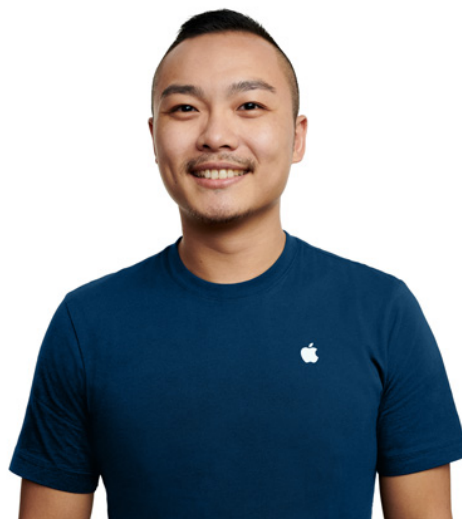
**Purchase safely
and securely.**



**Problem with
an app? Easily
report it from
the App Store.**



**Need a refund?
AppleCare has
your back.**



the App Store.



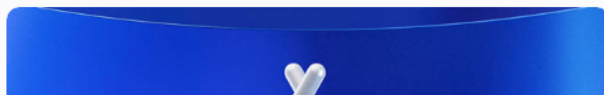
**More than 4B
apps distributed
each day from
data centers
running on
100% renewable
energy.**



**Over 195
local payment
methods and
45 currencies
supported.**

News about the App Store.

[See all Newsroom articles >](#)



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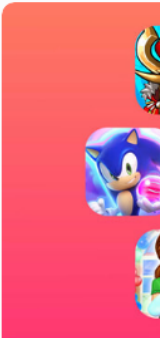
Meet the 2023 App Store Award finalists

November 14, 2023



Apple supercharges Logic Pro for Mac and iPad

November 6, 2023



8 new game coming to A

November 1, 2023



* Disney+ subscription required. Must be at least 18 to subscribe.

> App Store

Shop and Learn

Store

Mac

iPad

iPhone

Watch

Vision

AirPods

TV & Home

AirTag

Accessories

Gift Cards

Apple Wallet

Wallet

Apple Card

Apple Pay

Apple Cash

Account

Manage Your Apple ID

Apple Store Account

iCloud.com

Entertainment

Apple One

Apple TV+

Apple Music

Apple Arcade

Apple Fitness+

Apple News+

Apple Podcasts

Apple Books

App Store

Apple Store

Find a Store

Genius Bar

Today at Apple

Apple Camp

Apple Store App

Certified Refurbished

Apple Trade In

Financing

Carrier Deals at Apple

Order Status

Shopping Help

For Business

Apple and Business

Shop for Business

For Education

Apple and Education

Shop for K-12

Shop for College

For Healthcare

Apple in Healthcare

Health on Apple Watch

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